## WHAT IS CLAIMED IS:

1. A heat mode-compatible positive-type image-forming material comprising (a) a water-insoluble, aqueous alkaline solution-soluble polymer compound, (b) a light-heat converting agent and (c) a phenol including a partial structure represented by the following formula (I), the positive-type image-forming material exhibiting an increase in solubility in an aqueous alkaline solution when the positive-type image-forming material is heated:

wherein:

X represents a monovalent terminal group having 2 or more carbon atoms or a linking group represented by  $-CY^1Y^2$ - or  $-CHY^1$ - in which  $Y^1$  and  $Y^2$  each represent monovalent terminal groups having 1 or more carbon atoms:

W represents a monovalent terminal group; and

n represents an integer of 1 to 4, but if n is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.

2. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure

represented by formula (I) is a phenol selected from the group consisting of phenol compounds represented by the following formulas (II), (III) and (IV):

Formula (II)

$$(W)_n$$
 $(W)_n$ 
 $(W)_n$ 
 $(W)_n$ 
 $(W)_n$ 
 $(W)_n$ 
 $(W)_n$ 
 $(W)_n$ 
 $(W)_n$ 
 $(W)_n$ 

Formula (IV)

wherein:

 $R^1$  and  $R^2$  may be the same or different, and at least one of  $R^1$  and  $R^2$  represents a monovalent organic group having 3 or more carbon atoms;

W represents a monovalent terminal group; and

n represents an integer of 1 to 4, but if n is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.

3. The heat mode-compatible positive-type image-forming material

according to claim 1, wherein the phenol including a partial structure represented by formula (I) is a phenol selected from the phenol compounds including a partial structure represented by the following formula (XII):

wherein:

 ${\bf R}^6$  represents a monovalent organic group having 2 or more carbon atoms;

W represents a monovalent terminal group; and

n represents an integer of 1 to 4, but if n is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.

4. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure represented by formula (I) is a phenol selected from the phenol compounds including a partial structure represented by the following formula (XIII):

wherein:

W and W' each represent monovalent terminal groups; and

n represents an integer of 1 to 4, and n' represents an integer of 1 to 5, but if n and n' are both 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group and the groups represented by W' may be the same or different and may be connected to each other via a linking group.

5. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure represented by formula (I) is a phenol selected from the phenol compounds including a partial structure represented by the following formula (XIV):

wherein:

R<sup>7</sup> represents an alkyl group having 1 to 20 carbon atoms;

W represents a monovalent terminal group; and

n represents an integer of 1 to 4, but if n is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.

6. The heat mode-compatible positive-type image-forming material

according to claim 1, wherein the phenol including a partial structure represented by formula (I) is a phenol selected from the phenol compounds including a partial structure represented by the following formula (V) or (VI):

Formula (V)

Formula (VI)

wherein:

R<sup>3</sup> and R<sup>4</sup>, may be the same or different, each represent a monovalent organic group;

W represents a monovalent terminal group; and

n' represents an integer of 1 to 4, but if n' is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.

7. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure represented by formula (I) is a phenol selected from the group consisting of phenol compounds represented by the following formulas (VII) and (VIII):

$$(W)_n \qquad (W)_n \qquad (W)_$$

Formula (VII)

Formula (VIII)

wherein:

 $R^3$  and  $R^4$ , which may be the same or different, each represent a hydrogen atom or a monovalent organic group, but  $R^3$  and  $R^4$  are not both a hydrogen atom;

W represents a monovalent terminal group; and

n represents an integer of 1 to 4, but if n is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.

8. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure represented by formula (I) is a phenol selected from the phenol compounds including a partial structure represented by the following formula (IX):

wherein:

R<sup>5</sup> represents a divalent organic group;

W represents a monovalent terminal group; and

n' represents an integer of 1 to 4, but if n' is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.

9. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure represented by formula (I) is a phenol selected from the phenol compounds including a partial structure represented by the following formula (IX):

Formula (IX)

wherein:

 $R^{s}$  represents a divalent organic group having 3 to 6 carbon atoms;

W represents a monovalent terminal group; and

n'represents an integer of 1 to 4, but if n' is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.

10. The heat mode-compatible positive-type image-forming material

according to claim 1, wherein the phenol including a partial structure represented by formula (I) is a phenol selected from the phenol compounds represented by the following formulas (X) and (XI):

wherein:

R<sup>5</sup> represents a divalent organic group;

W represents a monovalent terminal group; and

n represents an integer of 1 to 4, but if n is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.

11. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure represented by formula (I) is a phenol selected from the phenol compounds represented by the following formulas (X) and (XI):

wherein:

 $R^5$  represents a divalent organic group having 3 to 6 carbon atoms;

W represents a monovalent terminal group; and

n represents an integer of 1 to 4, but if n is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.

- 12. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure represented by formula (I) has a molecular weight of at most 1,500.
- 13. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure represented by formula (I) has a molecular weight in the range of 200 to 1,200.
- 14. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure represented by formula (I) is contained in an amount of 0.1 to 50% by weight relative to total solid content of the positive-type image-forming material.
- 15. The heat mode-compatible positive-type image-forming material according to claim 1, wherein the phenol including a partial structure represented by formula (I) is contained in an amount of 0.5 to 30% by

weight relative to total solid content of the positive-type image-forming material.

16. A planographic printing plate precursor which comprises, on a substrate, a recording layer which includes a positive-type image-forming material including: (a) a water-insoluble, aqueous alkaline solution-soluble polymer compound, (b) a light-heat converting agent and (c) a phenol including a partial structure represented by the following formula (I), the positive-type image-forming material exhibiting an increase in solubility in an aqueous alkaline solution when the positive-type image-forming material is heated:

wherein:

X represents a monovalent terminal group having 2 or more carbon atoms or a linking group represented by  $-CY^1Y^2$ - or  $-CHY^1$ - in which  $Y^1$  and  $Y^2$  each represent monovalent terminal groups having 1 or more carbon atoms;

W represents a monovalent terminal group; and

n represents an integer of 1 to 4, but if n is 2 or more, the groups represented by W may be the same or different and may be connected to each other via a linking group.